

ABSTRACT OF THE DISCLOSURE

A system for driving a nematic liquid crystal is used to display high definition color images at a high speed in a liquid crystal display device in which the nematic liquid crystal is confined between a common electrode and a segment electrode that are placed between two polarizing plates. The common electrode is supplied with a sequence of selection pulses, and the segment electrode is supplied with a voltage corresponding to image data to be displayed in response to the selection pulses. The segment electrode is further supplied with a voltage different from the voltage corresponding to the image data in intervals where the selection pulses are not applied to the common electrode.